



HOSPITALITY & GUEST SERVICES.

SECOND ASSIGNMENT. REPORT

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Summary

The ethos and atmosphere fostered within an organisation that emphasizes the significance of service quality, customer satisfaction, and employee engagement constitute its service culture. It transcends policy and procedure documentation and represents the core values, attitudes, and behaviors that influence engagements with internal and external clientele. An organisation with a robust service culture endeavors to unify all members in pursuit of a singular objective: delivering exceptional service that surpasses all expectations.

Introduction:

This organisational culture is fostered using training initiatives, the establishment of elevated service benchmarks, and collective dedication (Curtis & Upchurch, 2008). A combination of principles, mindsets, and routines that form the foundation of each action and choice guarantees a steady and favorable customer experience. The efficacy of a service culture is determined by its capacity to significantly influence customer retention, brand loyalty, and the overall expansion of the organisation.

Service Culture:

Service culture is the beating core of any thriving organisation, irrespective of its sector. It concerns how an organisation cultivates an atmosphere that empowers staff to provide outstanding service, places a premium on service quality, and respects and values its clients. The focus should not solely be on meeting customer demands, but rather on preempting and surpassing them (Hennig-Thurau, 2004).

Maintaining the brand's dedication to excellence while providing consistently high-quality service across the board. Every touchpoint reflects the service culture, from the initial interaction to post-service follow-ups.

Differentiating oneself through the provision of high-quality service is a calculated decision that guarantees full customer satisfaction and fosters loyalty. Guest happiness,

repeat business, and positive word of mouth are all boosted by the Hotel's strong service culture (Lashley, 180–185).

Guests may rest assured that their reviews will accurately reflect their experiences at the hotel because of the staff's dedication to weeding out any fake reviews. It can be difficult to manage and spot fraudulent remarks, which could misrepresent the hotel's performance and influence how potential customers see the establishment.

Benefits and Drawbacks of Service Culture:

A competitive advantage can be gained by establishing elevated service standards; this, in turn, can help a business attract a larger consumer base. A robust service culture has the potential to elevate employee morale by instilling a sense of pride and achievement in personnel who are responsible for providing outstanding service (Sureshchandar, Rajendran, & Anantharaman, 2002).

Delivering outstanding service may result in increased customer expectations, which can be difficult to meet consistently. The pursuit of service excellence may impose significant demands on personnel, potentially resulting in exhaustion and stress.

Comparison between the Four Seasons and The Ritz Hotel:

Personalization of guest experiences and meticulous attention to even the tiniest of details are hallmarks of the Four Seasons' approach to service. Modern and luxurious, the amenities of Four Seasons center on the finest in contemporary luxury and feature a wide variety of state-of-the-art features. The Four Seasons is known for its prime urban settings and picture-perfect sites that offer all the comforts of home while still being close to the action of the city (Lytle & Timmerman, 2006).

The Ritz is a symbol of timeless luxury, offering a refined atmosphere and classic elegance in a setting steeped in history. The Ritz is recognised for its conventional and sophisticated approach to service frequently reflecting plastic opulence and a formal setting. The Ritz is a hotel chain with a long and illustrious history, and its locations in the heart of major cities are usually grandiose examples of classical architecture.

Hotel Standards

The hotel's unique service culture sets it apart in the competitive Hospitality environment, drawing and maintaining visitors seeking unparalleled experiences. The service mentality of the hotel directly affects its fame. Consistently excellent service creates a favorable impression of the company and boosts its standing in the market (Grönroos, 2007). Staff morale is boosted by a service culture where members take pride in providing excellent service, which in turn improves their connections with customers.

To stand out in the highly competitive Hospitality Market, it is crucial to be consistent with the branding strategy. Hotel in the UK maintains a service culture centered on creating memorable, individual experiences for each visitor. This may encompass customised services, outstanding interior design, exclusive products or services, and an even greater emphasis on visitor satisfaction and attention to detail.

Guests can anticipate individualised service since the hotel cares about their wants and requirements and works hard to meet or exceed their expectations. Consequences of a service-oriented society include the loss of Reliance on standards: in some circumstances, a rigorous commitment to service standards could hinder prospects for innovation or customization (Karl & Peluchette, 2006). When comparing this hypothetical seven-star hotel to a five-star establishment like the Four Seasons, it is possible that the former would provide even more ostentatious luxuries, including personalised services, exclusive and one-of-a-kind features, and an unparalleled level of opulence that surpasses traditional luxury benchmarks.

Reputation management:

Enhancing efforts in reputation management, including addressing bogus reviews and employing platforms like TripAdvisor efficiently to manage online presence and respond to guest input (Kelemen & Papasolomou, 2007).

Maintaining and relentlessly pursuing service quality excellence to guarantee the highest standards are reached consistently across all properties is essential to a five-star rating.

Online Reputation Management:

Balancing service excellence and online reputation management is crucial (Edvardsson & Enquist, 2002). Focusing on consistently high service standards helps maintain a positive online reputation ensuring a hotel remains competitive in the digital landscape.

Guests' demands may be misunderstood, even in establishments with a strong service culture, and this could hurt their whole stay.

The hotels place a premium on responding to reviews in a timely and thoughtful manner because of the weight they carry with potential guests. The Hotels understand the significance of TripAdvisor and use it to its advantage by carefully monitoring and reacting to guest comments.

TripAdvisor:

TripAdvisor provides hotels with real-time market research, allowing the hotel chain to monitor customer reactions and pinpoint the causes of any damage to its image. The hotel's internet reputation is managed in part by guests' contributions (Perrin, 1998).

As the most popular website for traveler testimonials, TripAdvisor receives a high volume of visitors. It affects search engine optimization and general web visibility, and it also sways guests who rely on peer reviews to make decisions.

The hotel appreciates the importance of responding quickly to both positive and negative reviews. unfavorable evaluations bear more weight in shaping public impressions underlining the need to monitor and respond to them properly.

Travelodge:

It is highly regarded by budget-conscious travelers for its accessibility, affordability, and dependability. Although Travelodge does not provide the opulence or extensive facilities found in more upscale hotels (Watson & D'Annunzio–Green, 1996).

The effect of phony reviews is detrimental to the hotel's reputation. They misrepresent the hotel, making it harder for management to make necessary improvements that would benefit the hotel's image and attract more paying customers. When it comes to internet visibility and guest decision-making, TripAdvisor is a valuable tool for Hotels in the UK.

Marriott's Acquisitions:

Bringing in Marriott's experience and knowledge through a purchase could improve the hotel's service quality and productivity through the application of new ideas and methods (Ben-Shalom & Tsur, 2018). There may be additional advantages for customers if collaboration with the bigger network is managed effectively.

The Hotels may benefit from an acquisition by Marriott if it can take advantage of the latter's expertise. Knowledge sharing and consumer advantages have the potential to Raise the bar and improve upon the already stellar service provided by this hotel.

The hotel will continue to define its dedication to Excellence and customer satisfaction through its emphasis on maintaining consistently high service quality and the value of star ratings.

Hotels and Marriott, in their pursuit of a five-star rating, share a focus on providing consistently high-quality service (Ueno, 2012). After a purchase, it's possible that the company's attention shifts to developing uniformity plans for all of its holdings.

Conclusion:

There is no doubt that the quality of service offered by a hotel is inextricably linked to its online reputation. In addition to ensuring passenger satisfaction, a hotel's commitment to delivering exceptional services significantly influences its online visibility and public perception. Their favorable client feedback is evident in their social media posts, reviews, and online reputation as a whole. A decline in service quality, on the other hand, can affect a hotel's online reputation and guest count immediately (Hussain, Konar, & Ali, 2016). A hotel's advertised and delivered service quality must be equivalent. Stress management is an essential component in effectively upholding elevated service

standards. Consistently surpassing the expectations of clients is of greater significance than merely fulfilling them.

Recommendations:

- If an acquisition does take place, make sure to strategically combine the two companies' best features by drawing on their respective areas of expertise to improve service without diluting Four Seasons' unique character.
- The key to a successful "guest-centric" strategy is to never lose sight of the importance of your customers, who are the lifeblood of your business.
- Embrace a culture of constant innovation and improvement to meet the ever-evolving expectations of your guests and the norms of your industry, so that your establishment as a whole remains consistent (Zeithaml, Pizl, & Sklenicka, 2009).

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